



Planning Department

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INTERDEPARTMENTAL COMMUNICATION

To: Planning Board **Date:** April 8, 2013
From: Kristen Domurad-Guichard, Assistant Town Planner *KDG*
Subject Pegasus Farm – 429 Great Road

Location: 429 Great Road
Applicant: Thomas M. Fleming
Property Owner: Country Properties, LLC by Leo Bertolami
Sign Type: Freestanding Sign
Bylaw Sections: 7.13.1.2(c)
Map & Parcel: C5-67
Zoning: Limited Business (LB)
Public Hearing: April 23, 2013
Decision Deadline: July 22, 2013

Background

On behalf of property owner, Leo Bertolami, Thomas Fleming applied for special permit for a Freestanding Sign* (hereinafter, the Sign) to be located at 429 Great Road, which reads “Pegasus Farm Tack Shop,” and lists 13 items sold at the business (Horse Sheets, Blankets, Stable Supplies, Accessories, Western Saddles, Tack, Boots, Helmets, Safety Equipment, Grooming, Bathing Supplies, Halters, Leads and Reigns) on the bottom of the sign.

One principle wall Sign and one secondary wall sign are currently located on the building above the east and west side entrances. Both wall sign permits # 2422 and #2422 B, were issued by-right under the Building Commissioner in 1997.

Comments

Other Town departments/committees have also received the application and appear to have no issues with the sign special permit application and/or request. The applicant has received all department/committee comments, a copy of this memo, and the draft decision.

** Section 7.2.7 Freestanding Sign – A non-movable SIGN not affixed to any BUILDING but constructed in a permanently fixed location on the ground with its own support structure, including a MONUMENT SIGN, and displaying a SIGN face on not more than two sides.*

Bylaw Section 7.8.5.1 limits freestanding signs to a display area maximum of 12 square feet, with a maximum height of 7 feet. The applicant is requesting a freestanding sign with a display area of 40 square feet and with a height of 10 feet. Bylaw Section 7.13.1.2(c) provides the Planning Board (Board) the authority to grant a special permit for this sign under the following Sections:

- Section 7.13.1.2(c) allows for a freestanding sign no larger than 40 square feet in display area or higher than 10 feet.

Comments

1. Bylaw Section 7.8.1 allows one freestanding sign on a lot identifying a business located on the same lot.
2. The Sign material complies with Section 7.4.2 of the Bylaw. The Sign is made of PVC and aluminum with white vinyl lettering.
3. The Sign illumination complies with Section 7.4.3 of the Bylaw. The sign has a red opaque face which features individual letters and symbols with cut out white translucent letter surfaces which are internally illuminated. The zoning bylaw requires internal illumination from a soft-glow light source. The sign illumination shall not exceed an average illuminance of 50 foot-candles as required by Section 7.4.3.7.
4. The sign colors and architectural elements are compatible with the existing building.
5. Section 7.1 speaks to the purpose of the Sign bylaw. It states that, “simplicity in design and restrained use of signs are necessary to prevent a sign overload which creates clutter and is as confusing as no signs at all.” The 13 products listed on the sign may create clutter and become difficult for motorist to read.
6. The plan does not show setbacks from the sideline of the street or right of way. There is sufficient land area to accommodate a sign within the required setbacks. The sign location must comply with Bylaw Section 7.8.2.
7. The proposed Plan does not address landscape design requirements of the bylaw. The Plan must comply with Bylaw Section 7.8.3 by providing an integrated landscape design of at least 400 square feet.

The Planning Department staff believes the proposed freestanding sign may be allowed on the site by special permit, but feels the dimensions requested for height and display area are not compatible in scale and proportion to other freestanding signs in the immediate surrounding area (please see table below). The Board should decide if the proposed dimensions are necessary for adequate identification of the business and should consider its visual relationship to its general surroundings. The other issues listed above (5, 6 & 7) are minor in nature and can be

accommodated into a special permit. In all other respects the proposed Sign complies with the by-right requirements of the Bylaw.

Examples of freestanding signs in the surrounding area:

Property	Height	Display Area
Calico Corner – 440 Great Road	4 ft	9 sq.ft.
Business Center Sign – 425 Great Road	8.3 ft	21.45 sq.ft.
Workers Center Credit Union – 452 Great Road	8ft	28 sq.ft.
Especially for Pets – 444 Great Road	5ft	11.25 sq.ft.